

Tobacco Revenue, Use Spending and Tracking Commission
July 13, 2005
Arizona Department of Health Services
1740 West Adams Avenue, 4th Floor – Conference Room 411
Phoenix, Arizona 85007

MINUTES

Members Present: Matthew Madonna – Chairman
 Linda Bailey
 Wil Counts
 Shelly Hall
 Keith Kaback
 Babak Nayeri
 Bertha Sepulveda
 Librado M. Ramirez

ADHS Staff: Danny Valenzuela – Deputy Director
 Patricia Tarango – Office Chief
 Sue Briody – Marketing Specialist
 Meryl Salit – Statewide Programs Administrator
 Jesse Nodora – Evaluation Administrator
 M. Ann Gardner – Administrative Assistant

Presenters: Bob Lieschow – Preventive Health Services
 Patricia Tarango – Office of Tobacco & Education Prevention
 Program
 Janet Bourbouse – Office of Chronic Disease Prevention and
 Nutrition

Public Attendees: Michelle Pabis – American Cancer Society
 Donna Beedle – Maricopa County Public Health
 Susan Williams – Mohave County Public Health

The meeting was called to order at 9:10am by Matt Madonna, - TRUST Commission
Chairman

Welcome and introduction of all TRUST members.

Mr. Madonna – Adjustment to the agenda, Mr. Madonna provided an explanation of the
guidelines on commentary by the public.

Mr. Madonna - Motion to approve the minutes of May 25, 2005.
Motioned to approve minutes

Minutes approved, 9 Yes, Votes

Mr. Madonna Provided additional information in reference to **TRUST** Commission meeting being held the second Wednesday of every month also stating the meeting times for the August 10 and September 14 will be changing back to 10am to 2pm.

Mr. Madonna - Chronic Disease Fund is funded by 2% of the 60 cents tax increase from Proposition 303, end of June 2005 revenue close to \$2 million. TRUST Commission recommended to the Arizona Department of Health Services that the nine existing contracts be renewed to the end of June 2006, new Requests for Proposals would be in January 2006.

Ms. Tarango - Presented information in regards to the Office Chief's Report, providing updated information concerning the recently filled vacancies within the Office Tobacco Education and Prevention Program pertaining to Administrative Assistants. The Office of Tobacco Education and Prevention has hired Teresa Koehler and M. Ann Gardner as Administrative Assistants effective July 18, 2005. Ms Tarango also provided additional information advising of staffing vacancies concerning Senior Marketing Manager and Marketing Specialist Interviews have been completed for the Senior Marketing Manager and the interview process for the Marketing Specialist vacancy will begin the of July 18, 2005. Report Budget for fiscal year 2005-2006 pertaining to (Community Based Projects, Local Projects Contracts, Tribal Projects, Statewide Contracts, Media Contracts, Evaluation and Administration). **TOTAL** State Budget \$17,569,499.00. E.B. Lane Marketing contract will be funded for ninety days.

CDC Funding Update – Core Funding, provide for outreach to populations with tobacco related health disparities, Coalition for Tobacco Free Arizona (CTFA) fund community coalition activities, Supplemental Funding, Evaluation assessment of ASHLINE, Maricopa County Pilot Program targeting 18-24 year olds, Outreach to worksites and health care providers (Collateral promotion materials), Federal/CDC **Funding Total \$426,348.**

Discussion on CDC Quit line funding for targeting 18-24 year olds who have the highest rate for smoking funding also designated for blue-collar workers. Social Marketing Campaigns should promote areas toward inspiring people to change behavior patterns concerning indulging in tobacco related products. Keeping the message alive and on the front burner in reference to smoking prevention and education.

Lunch 11:30am

Meeting continuation 12:00pm

Ms. Bourbouse Provided a detailed presentation addressing the Arizona Chronic Disease Plan concerning "Promoting Healthy Communities" through the Arizona Department of Health Services. Discussed information pertaining to the categorical plans, cardiovascular disease plan, cancer (Policy change, system changes, development of

consistent plans), lung disease (provider involvement) plan, nutrition and physical activity plan, how services are delivered. Introduced information in regards to the burden of chronic disease in Arizona and how the integrated plan can be used as a springboard to bring communities and organizations together to work on the objective of the integrated and categorical plans.

Discussion addressed the Comprehensive Cancer Control Plan and to serve as a road map to guide action in cancer control, avoid duplication on services, prioritize funding and public policy related to cancer, benefits of the State Cancer Plan. August 2005.

Mr. Ramirez – Medical staff is limited in the rural communities to provide adequate services, health wellness education and preventive directives targeted at the health risks involved with tobacco related products Need to include discussion and definition for cultural competency to make sure are being used by the public.

Mr. Counts – Defining cultural competency is a complex phenomenon.

Discussion on Cultural Competency stating it must be mandated put in print and monitored. Defined in grants and standards fourteen categories defining cultural competency. Recommendations for requirements documenting information on cultural competency into Request for Proposal (RFP). TRUST Commission members agree to have cultural competency presentation in the September 2005 meeting.

Ms. Pabis Pertinent issue is prevention and early detection.

Ms. Salit Discussed the current American Lung Association COPD project funded with chronic disease tobacco tax funds, which does collaborate with TEPP contractors, Arizona Health Links (our worksite education and policy program, Arizona Smokers' Helpline (to which employees being screened for lung disease who are smokers are referred), and HealthCare Partnership (who promotes the American Lung Association program and with whom the project does joint trainings to healthcare providers and influencers).

Dr. Nayeri Recommendations from such plans like Arizona Comprehensive Chronic Disease Program don't usually come with a budget for funding. Education, awareness, prevention and risk factors concerning smoking and indulging in other tobacco related products, are very helpful.

Mr. Leischow - In 2002 Arizona voters passed Proposition 303, which increased taxes on tobacco products. As a result, a portion of the revenue (2%) is directed to the prevention and early detection of the four leading disease-related causes of death. Based on vital statistics, the four diseases being targeted are heart disease, cancer, pulmonary disease (COPD), and stroke. In early 2004 a Promoting Healthy Lifestyle request for proposal was issued, as was an Early Detection and Screening request for proposal. As a result, external reviewers scored and recommended that five contracts be awarded for Screening and Early Detection and four be awarded for Promoting Healthy Lifestyles.

Those awarded an Early Detection and Screening contract are expected to promote best screening practices through theory based and data driven applications among defined disparate populations in Arizona.

Those awarded a Promoting Healthy Lifestyle contract are expected to address primary risk factors through theory based health education/health promotion strategies among defined disparate populations in Arizona.

Preliminary Results (FY 05) from a planning perspective, all funded contracts were required to develop a Logic Model or models through which proposed outcomes (short-term, intermediate, long term) are linked to specific outputs, which in turn are linked to specific activities. In addition, each project was required to develop an overall Evaluation Plan through which specific Process and Outcome measures can be tracked.

All contracts are required to submit a cumulative FY 05 annual report in late August/early September at which time a more formative evaluation report can be offered.

Since the last TRUST meeting at which time a motion was approved to proceed with contract extensions and subsequent contract renewals for the 9 existing contracts, renewal proposals have been submitted, reviewed, and further revised based on altered time frames and budgets. Of the 9, 7 are being renewed for 11 months and 2 for 10 months with expectation of being renewed effective August 1, 2005 – June 30, 2006. The remaining 2 proposals are presently being reviewed.

Aside from the American Cancer Society (ACS) and American Lung Association (ALA) projects, currently funded projects are expected to continue with their current community-based efforts throughout FY 06. Because of the focus that ACS took this year (needs/resource assessments around colorectal screening practices) and because of their outcomes, it was decided that this project would shift focus to health care provider education in regard to colorectal cancer. In regard to the ALA project, it was discovered through informal assessment in FY 05 that there needs to be enhanced awareness among providers and consumers around Chronic Obstructive Pulmonary Disease (COPD). In addition to continuing with community-based COPD screenings, FY 06 will entail formal assessment of providers, health care organizations, and consumers in regard to COPD screening and early detection practices.

Mr. Madonna All August projects renewed and meeting contracts signed. Renewal nine projects totaling 1.4 million.

Mr. Madonna - Video conferencing for August TRUST Commission meeting (Flagstaff, Phoenix, Tucson- U of A Conference Center) request this be explored.

Dr. Nayeri Suggesting that the Arizona Department of Public Health provide parking accommodations for all TRUST members.

Mr. Madonna Discussion concerning the upcoming agenda items for the next meeting August 10, 2005.

Public Commentary

Ms. Williams Addressed the importance of nutrition and physical activity concerning remaining healthy and smoke-free. High levels of stress are often common factor why many individuals return to smoking.

Next TRUST meeting agenda items, in addition to standing agenda items:

August 10, 2005

Chronic Disease Plan Priorities

Janet Bourbouse

Video Conferencing Update

Patricia Tarango

Parking Challenges

Security Sign-In

Wellness Council-Physical Activity Break

September 14, 2005

Report on Cultural Competency, downloading/circulating information to all the TRUST members.

Matt Madonna

Chronic Disease Plan Update

Janet Bourbouse

Cultural Competency

Miriam Vega

Robbin Brooks

Mr. Madonna – Moved to adjourn the meeting.

Meeting adjourned at 1:35pm.

Meeting minutes seconded

Patricia Tarango

Office Chief

Office of Tobacco Education and Prevention Program

Arizona Department of Health Services